

FACILITY FOR CONDUCTING CONSUMER PRODUCT RESEARCH

ABSTRACT OF THE DISCLOSURE

5 A method and facility for conducting consumer product research, including
the steps of configuring a mock environment so as to test a product in a desired
context, placing at least one consumer within the mock environment for testing the
product, and collecting information during testing of the product. The facility further
includes an area for remotely controlling the information collecting means, as well as
at least one area for directly observing the mock environment. The mock
10 environment typically simulates one or more rooms in a house, but can be configured
to simulate other places where consumer activity takes place such as a store. The
facility is also able to be configured for the demographics of a particular consumer
panel, hosting a specified event, and testing a prototype device.

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